

Long-Term Care Public Education Campaign Strategy

In accordance with
House File 2539, Section 32
2008 Session, Iowa General Assembly



Submitted by
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I. Background

The 2008 General Assembly acknowledged the need to increase public awareness about planning for future long-term care service needs in HF 2539 (See **Appendix A**). Many Iowans do not think about future long-term care service needs and fail to plan appropriately and therefore have to make these important decisions in times of crisis. If individuals and families are more aware of potential needs for long-term care, they will be more likely to take steps to prepare for the future and determine how they would like their needs to be met.

The Act included a new \$75,000 General Fund appropriation for a Long-Term Care Options Public Education Campaign and required the Department of Elder Affairs (DEA) to recommend a public education campaign strategy on long-term living to the General Assembly by January 1, 2009. This report outlines the public education campaign that will take place in spring 2009, the associated costs, and support for the continuation of the Campaign. What is learned from this Campaign will be used to design future long-term care awareness campaigns.

II. Long-Term Care Options Public Education Campaign

The Long-Term Care Options Public Education Campaign will include communication strategies for increasing awareness and promoting long-term care planning activities through radio outreach, newspaper ads, direct mail, and the distribution of requested long-term care informational materials (See **Appendix B** for timeline). Governor Culver has also agreed to take part in public service announcements, but the details have yet to be finalized and will be contingent on the Governor's availability.

Radio ads will run for a seven-week period in April and May on over 60 radio stations across Iowa at a cost of \$25,000. In May, print ads will be placed in mid-sized newspapers across the state at a cost of \$13,000. The Department is also working to secure free space in other direct mail publications that reach significant numbers of readers, such as the Iowa Public Employee Retirement System (IPERS) newsletter that reaches 320,000 readers, including up to 80,000 retirees and beneficiaries.

The direct mail campaign is expected to take place in mid-April and will reach 100,000 households that have a member age 55-61 at a cost of \$30,000. A letter discussing the importance of long-term care planning, signed by the Governor, will be sent to households in the targeted range. Recipients of the letter will then have the opportunity to learn more by requesting materials about ways to plan ahead, how to address legal issues, and how to assess available long-term care service and insurance options. The distribution of requested informational materials generated by responses to the direct mail, radio outreach, and newspaper ads will cost \$7,000.

The Department will also pursue available grant opportunities that complement the strategy of the Long-Term Care Options Public Education Campaign.

III. Observations and Remarks

Given the demographics of Iowa's aging population, policymakers and advocates have become increasingly aware of the need to promote long-term care planning and generate awareness about both private and public long-term care support options, especially among underserved and hard-to-reach populations. The current lack of information regarding all available long-term care options contributes to Iowa's over-utilization of institutional-based care.

The \$75,000 appropriation received for the Long-Term Care Options Public Education Campaign was the first in the Department's history. The Department will need time to evaluate the results of this Campaign before making recommendations on needs for future public awareness efforts and associated costs. The Department's experience in working with older individuals, caregivers, and various workgroups demonstrates the need for and support of public awareness initiatives that assist Iowans in planning for future long-term care needs so Iowans make informed, cost-effective decisions.

In 2008, the Department commissioned the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) to conduct a needs assessment among Iowans age 60 and older. The project provided information about the use of various services within the past 12 months, current service needs, and future service needs of 8,476 older Iowans living in private residences. Respondents identified advice, help, or information on government health programs and nursing facilities as one of the top four needs they will have within the next two years.

The report submitted to the General Assembly by the Single Point of Entry Resource Team on December 1, 2008, acknowledged that fragmentation in public programs and a lack of information impact Iowans' ability to make informed decisions about long-term care. The Team recommended an increase in the \$75,000 appropriation for public awareness so more Iowans will become aware of the tools available to assist them with long-term choices.

Similarly, one of the recommendations the Senior Living Coordinating Unit approved to submit to the 2009 General Assembly was that the Legislature approve a comprehensive educational program for all Iowans that emphasizes the importance of fiscal planning and responsibility, a support community, and planning for the future.

An increase in public awareness regarding long-term care options not only ensures that more Iowans will plan for their future long-term care needs, but ensures that more Iowans will have access to services in the setting of their choice, which may avoid or delay placement in more expensive and restrictive long-term care environments.

Appendix A: House File 2539, Sections 32-34

House File 2539 - Enrolled

PAG LIN

26 8 Sec. 32. LONG=TERM LIVING PLANNING TOOLS == PUBLIC
26 9 EDUCATION CAMPAIGN. The legal services development and
26 10 substitute decision maker programs of the department of elder
26 11 affairs, in collaboration with other appropriate agencies and
26 12 interested parties, shall research existing long=term living
26 13 planning tools that are designed to increase quality of life
26 14 and contain health care costs and recommend a public education
26 15 campaign strategy on long=term living to the general assembly
26 16 by January 1, 2009.

26 17 Sec. 33. LONG=TERM CARE OPTIONS PUBLIC EDUCATION CAMPAIGN.
26 18 The department of elder affairs, in collaboration with the
26 19 insurance division of the department of commerce, shall
26 20 implement a long=term care options public education campaign.
26 21 The campaign may utilize such tools as the "Own Your Future
26 22 Planning Kit" administered by the centers for Medicare and
26 23 Medicaid services, the administration on aging, and the office
26 24 of the assistant secretary for planning and evaluation of the
26 25 United States department of health and human services, and
26 26 other tools developed through the aging and disability
26 27 resource center program of the administration on aging and the
26 28 centers for Medicare and Medicaid services designed to promote
26 29 health and independence as lowans age, assist older lowans in
26 30 making informed choices about the availability of long=term
26 31 care options, including alternatives to facility=based care,
26 32 and to streamline access to long=term care.

26 33 Sec. 34. LONG=TERM CARE OPTIONS PUBLIC EDUCATION CAMPAIGN
26 34 == APPROPRIATION. There is appropriated from the general fund
26 35 of the state to the department of elder affairs for the fiscal
27 1 year beginning July 1, 2008, and ending June 30, 2009, the
27 2 following amount, or so much thereof as is necessary, for the
27 3 purpose designated:

27 4 For activities associated with the long=term care options
27 5 public education campaign requirements of this division:
27 6 \$ 75,000

Appendix B

Timeline Long-Term Care Options Public Education Campaign

January/February

- Draft and finalize the core messages to be highlighted in media outlets: radio, newspaper, and direct mail campaign.
- Get finalized numbers on cost and send-to universe for direct mail campaign and secure direct mail contract.
- Newspaper ad campaign contract signed for county newspaper ad campaign.
- Learfield contract signed for radio outreach.

March

- Continue planning for the April 12 - May 10 media campaign.
- Draft pitch materials from core messages for radio, newspaper, earned media (newsletter articles, media releases, and advisories).
- Cut Governor Culver's PSAs (time not finalized).
- Begin sending newsletter articles to local community papers and like businesses.

April

- Pitch Governor's PSA spots to run throughout April and May.
- April 3: Start of seven-week campaign of radio spots through Learfield, including 62 stations with 30-second messages (six-weeks paid and one week *free* bonus). A total of 4,896 local messages.
- April 20: Direct mail sent to households.

May

- May 4-8 (Mother's Day Week): Customized Newspaper Advertising in county seat papers (87 insertions with total circulation of over 300,000 homes).
- May 22: End of seven-week Learfield radio ads.
- Develop and compile response materials to send to those who inquire about more information, such as Insurance Commission long-term care insurance brochure and LifeLongLinks, family caregiver brochure, Area Agencies on Aging, and Substitute Decision Maker brochures.

June-July

- Assess and evaluate campaign results.